



Brand Development
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ACCOUNT ACTIVITY REPORT: Downtown Center Business Improvement District

JUNE 2015

TO: Carol Schatz, Suzanne Holley, Henna Sherazi

Public Relations activity performed by Macy + Associates for the Downtown Center Business Improvement District

ACCOUNT STRATEGY

- Provide media relations support to the DCBID's events.
- Promote the DCBID as one of the central forces in attracting new business, retail and residential growth to the Central Business District.
- Promote the DCBID as the catalyst for the continued transformation of downtown Los Angeles into a 24/7 city.
- Continue to promote the content of the DCBID's Annual and Quarterly Reports to local, regional and national media as the source for statistical information on the people who live, work and visit the downtown marketplace.

Non-
responsive

PUBLIC RELATIONS

- **9th Annual Dog Day Afternoon Media Advisory**
On 6.02, Client followed up on Agency's inquiry regarding the Annual Dog Day Afternoon event in order to garner the information necessary to draft a media advisory. After receiving the details on this year's event, Agency drafted a media advisory and sent to Client for review on 6.15. Client provided feedback and approval on 6.16 and Agency immediately began distribution to targeted list of event calendars and local print and web publications. Agency plans to follow up with reporter as well as do a separate distribution to local broadcast stations closer to the date of the event.

Status: Ongoing. Agency to send advisory to local print/web and broadcast week and day of the event.
- **GET URBAN June Tour Press Release**
With June marking the 4th round of the 'GET URBAN' tours, Agency thought it would be in Client's best interest to draft a new press release highlighting the initiative. On 6.08, Agency requested the schedule and information for the June tours to include in the release. Upon receiving information from Client, Agency drafted the press release and sent to Client for review on 6.09. Agency received Client feedback and approval on 6.12 and immediately began distribution to targeted local and trade media.



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On 6.26, the editor at DTLA Life Magazine expressed interest to Agency on receiving a quote from Carol on GET URBAN in addition to imagery from past tours to include in the publications 10-year anniversary issue. After relaying request to Client, it was requested that Agency draft a quote and send to Client for review prior to submitting to the editor. Agency drafted quote and sent to Client for review on 6.30. Agency received approval on 6.30 and immediately forwarded to editor. Agency is currently monitoring for publishing.

On 6.30, Agency received an inquiry from reporter at the Los Angeles Business Journal who expressed interest in featuring 'GET URBAN' in their new bi-weekly column focusing specifically on news and events in DTLA. Being that Carol was out sick and Client was on deadline, Agency was able to secure questioning via email and forwarded to Client on 6.30. Currently pending Client's written answers and direction.

Status: Distribution complete. Agency to continue monitoring for DTLA publishing and to facilitate in securing answers for the Los Angeles Business Journal feature.

- **Q1 2015 Market Report Press Release**

Following the completion and distribution of the DCBID Q1 2015 Market Report, Agency drafted an announcement release and sent to Client for review on 6.18. Agency received Client feedback and approval on 6.22 and immediately began distribution to local and trade media. Agency to continue distribution and follow up.

Status: Ongoing. Agency to follow up with media who received the press release.

- **Real Estate Forum: Women of Influence Nomination**

Subsequent to Carol's selection for their Woman of Influence Issue, Real Estate Forum reached out to Agency to see if Client would like to run a congratulatory ad in support of the issue. Agency forwarded opportunity to Client and sent a follow up email on 6.02. Client ultimately declined the opportunity.

Media Coverage:

Real Estate Forum

June 2015

Status: Complete. Client feature published in June 2015 issue.

- **Los Angeles Business Journal: Research Director: Largest Leases 2014**

Agency fielded an inquiry from the LABJ's Research Director looking to confirm statistics of 2014's largest office and industrial deals in LA County. Agency contacted Client and secured validation of the publication's stats and forwarded to publication in advance of their deadline.

Status: Complete. Agency to monitor for article scheduled to publish in July 13 issue.

- **The Dreams/Other LA Magazine: Get Urban/Nick Griffin Feature**

Client forwarded to Agency an inquiry from The Dreams Magazine looking to attend a GET URBAN Tour and do a follow up feature on Nick for their next issue of the publication. Per



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Carol's request, Agency pushed the opportunity to a later issue (2030) with a more relevant editorial focus. Agency following up to secure feature for 2030 issue.

Status: Ongoing.

Non-
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[REDACTED]

Non-
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[REDACTED]

Non-
responsive

[REDACTED]



6254(k)
Evid. Code
s. 1060;
Civil Code s.
3426.1

6254(a)
preliminary
notes

6254(k)
Evid. Code
s. 1040

- **KPCC - [REDACTED]**
In May, Agency secured and facilitated a phone interview between [REDACTED] and N. Griffin on [REDACTED]. In addition to facilitating a brief Media Training call with client, Agency forwarded a messaging document for use in advance of the interview. Following the call, reporter sent over additional questions to Agency, which were immediately forwarded to Client. Agency assisted Client with messaging prior to Client sending answers to reporter. Pending media coverage.

Status: Interview Complete. Agency to continue monitoring for coverage.

- **DCBID Newsletter Story: Carol's Awards Summary**
Per Client request on 6.16, Agency drafted a 150-word Newsletter Story highlighting the three awards recently won by Carol for the quarterly newsletter. Agency submitted story to Client on 6.16 in advance of the deadline.

Status: Complete.

- **The Atlantic / CityLab: Skid Row Inquiry**
Client forward to Agency a media inquiry from Daniel Denvir of the Atlantic who was working on a story about Skid Row, Downtown's revival and the Jones' settlement. Agency recommended following policy and informing reporter that Skid Row falls outside DCBID boundaries and therefore are not the best source for information. Client was to confer with Carol before proceeding, but ultimately reporter must have found a better source, as he ceased contact.

Status: Complete.

MEETINGS/CALLS/EVENTS

Non-responsive

Non-responsive

- JUN 04: CALL – Beacon Report (S. Holley, N. Griffin, L. Reilly Mitchell, K. Macy, J. Halloran, N. Weiner)
- [REDACTED]
- [REDACTED]
- [REDACTED]
- JUN 10: CALL – Beacon Study (C. Schatz, K. Macy)



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- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- JUN CORRESPONDENCE – (C. Schatz, [REDACTED] N. Griffin, S. Holley, M. Filson, E. Shore, L. Reilly Mitchell, H. Sherazi)

NEXT STEPS

Non-
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- Execute upon the 2015 "pitch calendar" that combines editorial opportunities with key milestones in downtown LA.
- [REDACTED]
- Continue to pitch the DCBID as one of the central forces in attracting new business, retail and residential growth to the Central Business District.
- Continue to maximize the visibility and value of the DCBID Market Reports, pitching the BID as THE source for Downtown market information.
- Continue to provide public and media relation's strategies in support of DCBID Events.
- Review and secure editorial calendar opportunities for upcoming stories on downtown Los Angeles that are aligned with our media strategy goals.
- Research and secure targeted speaking opportunities that are aligned with our media strategy goals.
- Assist in the efforts to promote the 'GET URBAN' Creative and Tech Office Initiative.

ONGOING MONTHLY ACTIVITIES

- Research
- Clip Tracking
- Account Service
- Client Communication
- Account Report